Claims:

1. Compounds of the general formula I

wherein

R¹ and R²

are identical or different electron-withdrawing groups or one of R¹ and R² is hydrogen and the other of R¹ and R² is an electron-withdrawing group,

 R^3 , R^4 , R^5 and R^6

are independently selected from hydrogen atoms, C_1 - C_{10} alkyl groups, C_2 - C_{10} alkenyl groups, C_2 - C_{10} alkenyl groups, C_3 - C_{10} cycloalkyl groups or C_6 - C_{10} aryl groups, the above groups being unsubstituted or optionally substituted by one to three substituents selected from C_1 - C_6 alkyl groups, halogen, hydroxy and C_1 - C_6 alkoxy groups, or R^3 and R^5 and/or R^4 and R^6 taken together with the carbon atom to which they are attached form a 5- or 6-membered ring which is optionally substituted with one to four substituents selected from C_1 - C_6 alkyl groups, C_3 - C_6 cycloalkyl groups, C_1 - C_6 alkoxy groups, hydroxy or halogen,

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is a hydrocarbon group containing 1 to 20 carbon atoms and optionally 1 to 10 hetero atoms and comprising at least one group which is positively or negatively charged and

Y is a counterion.

- 2. Compound according to claim 1, wherein X is an alkyl, alkylaryl or alkyl cycloalkyl group containing 1 to 20 carbon atoms and optionally 1 to 10 hetero atoms and comprising at least one group which is positively or negatively charged.
- 3. Compound according to claim 2, wherein X is a C_1 - C_{10} alkylene group containing optionally 1 to 10 hetero atoms and comprising at least one group which is positively or negatively charged.
- 4. Compound according to any of claims 1 to 3, wherein X contains 1 to 6 hetero atoms.
- 5. Compound according to claim 4, wherein the hetero atoms are selected from nitrogen, oxygen, sulfur and phosphor atoms.
- 6. Compound according to any of claims 1 to 5, wherein the group which is positively or negatively charged has one positive charge.
- 7. Compound according to claim 6, wherein the group which has one positive charge is a quaternary ammonium group.
- 8. Compound according to claim 7, wherein Y is a halogen atom.
- 9. Compound according to any of claims 1 to 5, wherein the group which is positively or negatively charged has one negative charge.
- 10. Compound according to claim 9, wherein the group which has one negative charge is selected from a group consisting of -COO⁻, -O-SO₃⁻ and -O-PO₃H⁻.
- 11. Compound according to claim 10, wherein Y is an alkaline metal atom, an earth alkaline metal atom, a triethanol ammonium ion, an aminomethylpropanol ion or a tristromethamine ion.
- 12. Compound according to any of claims 1 to 11, wherein residue R³ and R⁴ are each hydrogen atoms.

- 13. Compound according to any of claims 1 to 12, wherein residues R^5 and R^6 are independently selected from hydrogen atoms and C_1 - C_6 alkyl groups.
- 14. Compound according to any of claims 1 to 13, wherein residues R¹ and R² are both cyano groups.
- 15. Compound according to claim 1, namely

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- 16. UV-A screening composition comprising a compound as defined in any of claims 1 to 15.
- 17. UV-A screening composition according to claim 16, which is a cosmetic composition for protecting skin or hair against UV-A radiation.
- 18. UV-A screening composition according to claim 16 or 17, comprising one or more additional sunscreens selected from the group consisting of a micronised pigment and a polymeric UV-sunscreen.

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- 19. UV-A screening composition according to claim 18, wherein the micronised pigment is microparticulated TiO₂ of a particle size of about 5 nm to about 200 nm.
- 20. UV-A screening composition according to claim 18, wherein the polymeric UV-sunscreen is an organosiloxane.
- 21. UV-A screening composition according to claim 20, wherein the organosiloxane is an organosiloxane which contains benzmalonate groups.
- 22. Use of a compound as defined in any of claims 1 to 15 as an UV-A screening agent.